

KEY FINDINGS & RECOMMENDATIONS



MECKLENBURG COUNTY COMPREHENSIVE PARKS & RECREATION MASTER PLAN UPDATE

Master Plan Key Components

- ☞ Community Survey Needs Assessment
- ☞ Priority Rankings – Facilities & Programs
- ☞ Program Recommendations
- ☞ Marketing Recommendations
- ☞ Parks Recommendations
- ☞ Aquatics Recommendations
- ☞ Greenway Recommendations
- ☞ Nature Preserves Recommendations
- ☞ Policy Recommendations
- ☞ Level of Service Standards



Where We've Been & Where We Are

2007

Population 852,657

- ∞ 17,753 Acres
- ∞ 121 Playgrounds
- ∞ 158 Picnic Pavilions
- ∞ 86 Miles of Trails (Paved & Unpaved)
- ∞ 108 Basketball Courts
- ∞ 136 Tennis Courts
- ∞ 42 Volleyball Courts
- ∞ 5 Spraygrounds
- ∞ 2 Outdoor Pools
- ∞ 4 Dog Parks
- ∞ 3 Nature Centers
- ∞ 387,122 sq. ft. Recreation Centers



2014

Population 956,904 (12% ↑)

- ∞ 20,785 Acres (17% ↑)
- ∞ 186 Playgrounds (54% ↑)
- ∞ 162 Picnic Pavilions (3% ↑)
- ∞ 198 Miles of Trails (130% ↑)
- ∞ 111 Basketball Courts (3% ↑)
- ∞ 149 Tennis Courts (10% ↑)
- ∞ 45 Volleyball Courts (7% ↑)
- ∞ 8 Spraygrounds (60% ↑)
- ∞ 2 Outdoor Pools (no change)
- ∞ 6 Dog Parks (50% ↑)
- ∞ 3 Nature Centers (no change – 1 FY16)
- ∞ 419,107 sq. ft. Recreation Centers (8% ↑)

Where We've Been & Where We Are

2007

Population 852,657



2014

Population 956,904 (12% ↑)

Significant Progress & Investment

8 Neighborhood Parks Opened
10 Community & Region Parks Opened
13 Miles of Greenways Opened
2 Nature Preserves Opened

Signature Venues Completed & Opened

Little Sugar Creek Urban Sections
Romare Bearden Park
Revolution Sports Academy
Mecklenburg County Sportsplex



Where We Are & Where We Are Going

2014

Population 956,904 (12% ↑)



2019

Population 1,119,605 (17% ↑)

FY15-FY18 Approved Capital Plan

\$26.4M for Land (1,000+ acres)

22 Miles of Greenways

4 New Neighborhood Parks

3 New Community & Regional Parks

1 New Urban Park

1 New Nature Preserve

1 New Nature Center

2 Rec Center expansions

And Numerous Improvements to existing parks & preserves (shelters, athletic fields, aquatics, playgrounds, swimming beach, etc.)

As of March 2015, 35 active capital projects in design or under construction totaling \$84.7M



MCPR Core Program Areas*

- ✧ Adult Leisure, Trips and Education
- ✧ Aquatics
- ✧ Youth and Adult Athletics
- ✧ Nature Based Programs
- ✧ Community Special Events
- ✧ Cultural Arts
- ✧ After School
- ✧ Fitness & Wellness
- ✧ Camps and Schools Out Programs
- ✧ Therapeutic Recreation
- ✧ Outdoor Adventure & Recreation
- ✧ Cooperative Extension

* Defined as meeting all or many of the following: Provided for long period of time (over 5 years) or is expected by the community. Consumes a large portion (5% or more) of dept. budget. Offered 3-4 seasons per year. Wide demographic appeal. Tiered level of skill development available. Full-time staff responsible for program. Facilities designed specifically to support program. Dept. controls a significant percentage (20% or more) of the local market.

Community Survey Highlights

- ∞ Random household survey by Leisure Vision.
 - Combination of mail, phone and online. Random sample 3,000 households. Goal of 600 completed surveys. 95% confidence level. Cross-tabbed by area, income, age, gender, race, years living in county, and household size.
- ∞ 74% of households utilized a park in the past year
- ∞ 88% Satisfaction Level of Parks (% of visitors ranking parks as “excellent” or “good”, 11% fair, 1% poor)
- ∞ 21% have participated in programs offered by the Department (National Average and Department goal is 30%).
93% Program Satisfaction (4% fair, 3% poor)
- ∞ 53% of residents feel there are not sufficient parks or green space near their homes
- ∞ Highest Need Facilities: paved walking/biking trails (73%), park shelters & picnic areas (63%), nature trails (62%), indoor fitness (52%), playground equipment (46%), indoor swimming (44%), indoor running/walking track (44%), and nature center (44%).
- ∞ 61% of residents willing to pay additional taxes for improvements to parks, greenways, & nature preserves.
- ∞ High Level of Understanding of the Benefits of Parks: 91% Strongly Agree /Agree Parks, Greenways & Nature Preserves provide healthy recreational opportunities, improve the physical fitness of the community (90%), improve quality of life (89%), preserve the environment (87%), contribute to a sense of community (84%), increase property values (76%), attract businesses & residents (76%), improve air & water quality (71%)

Community Survey Highlights

Publics Top Priority to Improve the System is to Fix Up/Repair Parks

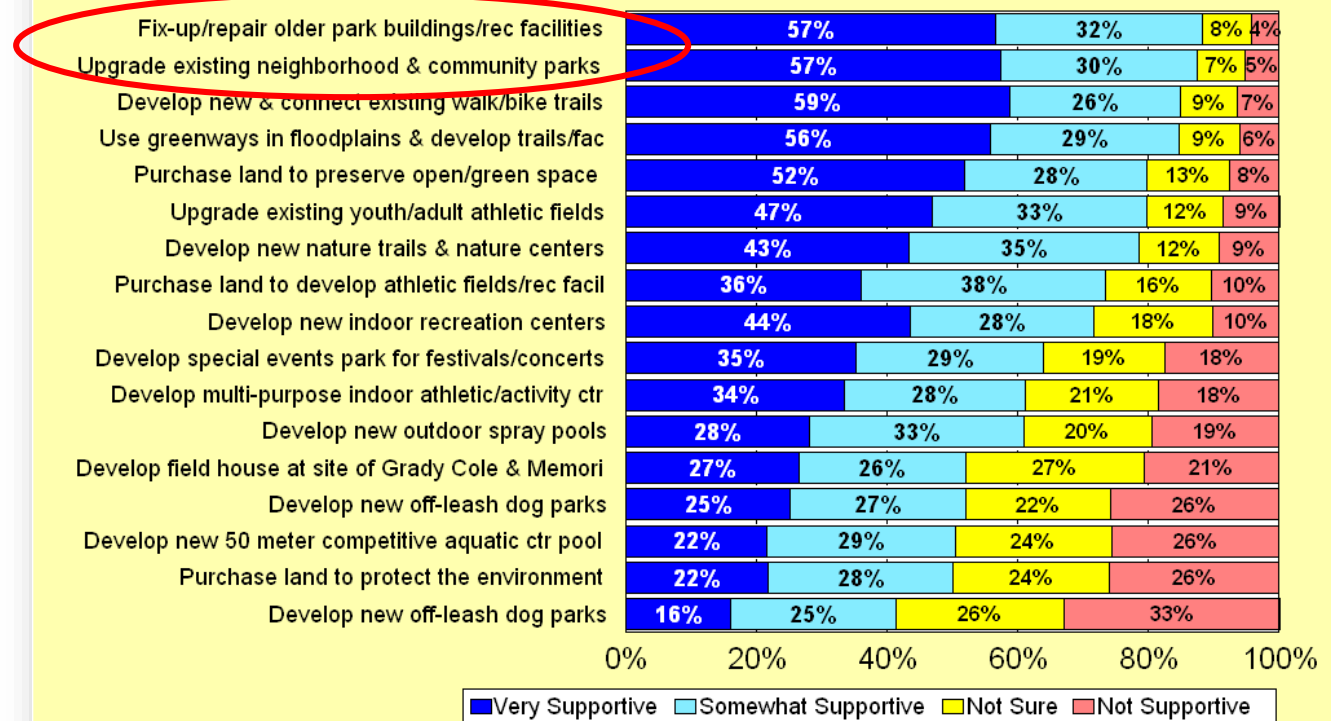
- FY16 Budget Request to address deferred maintenance (currently \$18.5M)

Followed closely by develop new Greenways/Trails and Purchase Land.

- FY16 Budget Request to streamline GW development via dedicated yearly funding & to increase land acquisition budget

Q16. Level of Support for Actions the Mecklenburg County Park and Recreation Department Could Take to Improve the Parks, Recreation, and Green Space System

by percentage of respondents

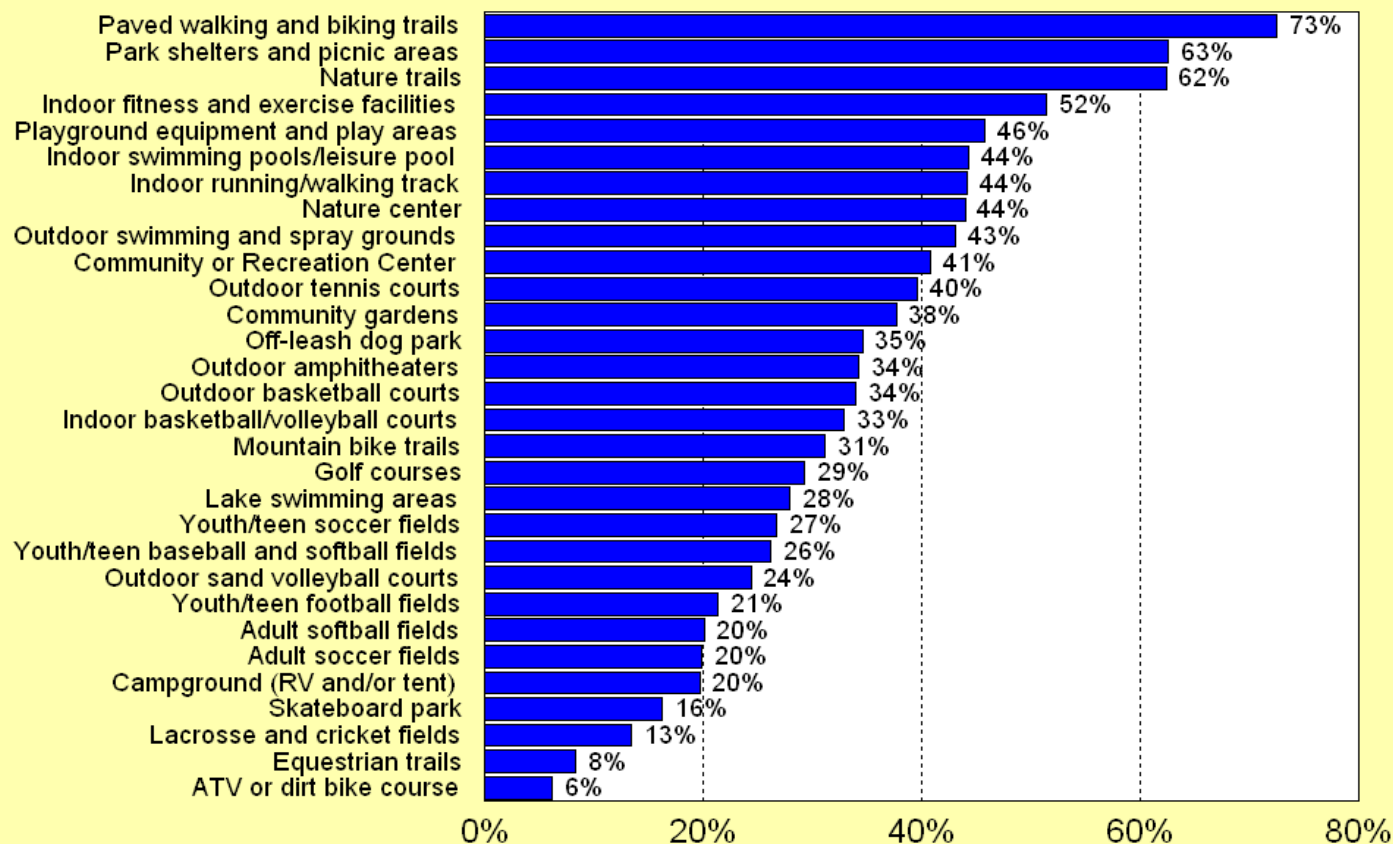


Source: Leisure Vision/ETC Institute (August 2013)

Community Survey Highlights

Q6. Parks and Recreation Facilities That Households Have a Need For

by percentage of respondents (multiple choices could be made)

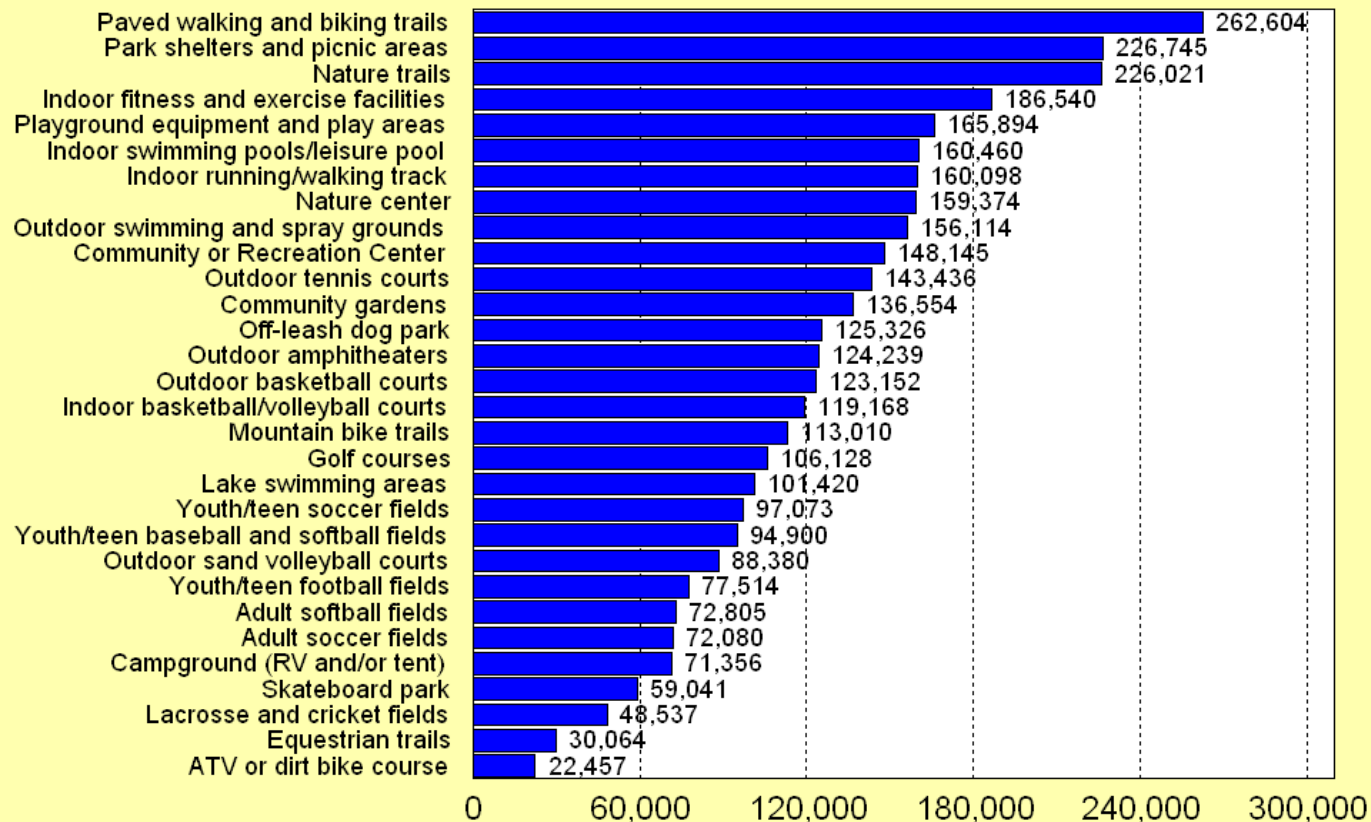


Source: Leisure Vision/ETC Institute (August 2013)

Community Survey Highlights

Q6a. Estimated Number of Households in Mecklenburg County That Have a Need for Parks and Recreation Facilities

by number of households based on 362,213 households in Mecklenburg County



Source: Leisure Vision/ETC Institute (August 2013)

Community Survey Highlights

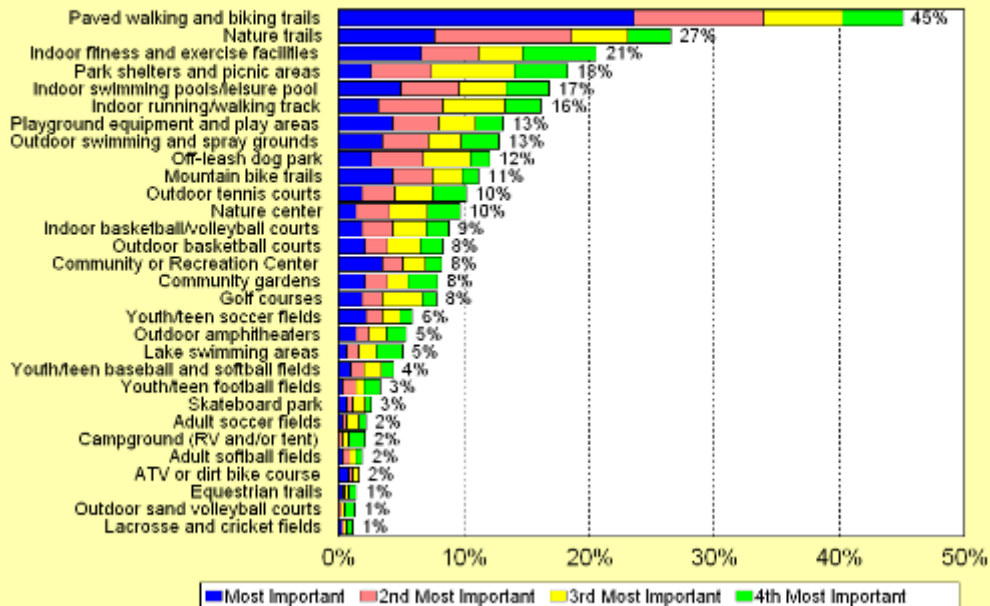
Benchmarking for Parks and Recreation Needs Assessment Surveys			
		Mecklenburg County 2013	Mecklenburg County 2007
Parks and recreation facilities that respondent households have a need for	National Average		
Paved walking and biking trails	70%	73%	76%
Park shelters and picnic areas	51%	63%	60%
Nature trails	51%	62%	62%
Indoor fitness and exercise facilities	46%	52%	44%
Playground equipment and play areas	43%	46%	50%
Indoor swimming pools/leisure pool	43%	44%	40%
Indoor running/walking track	43%	44%	39%
Nature center	51%	44%	NA
Outdoor swimming and spray grounds	45%	43%	42%
Community or Recreation Center	45%	41%	NA
Outdoor tennis courts	28%	40%	43%
Community gardens	36%	38%	41%
Off-leash dog park	28%	35%	25%
Outdoor amphitheaters	35%	34%	40%
Outdoor basketball courts	23%	34%	32%
Indoor basketball/volleyball courts	26%	33%	26%
Mountain bike trails	22%	31%	36%
Golf courses	30%	29%	26%
Lake swimming areas	NA	28%	NA
Youth/teen soccer fields	22%	27%	32%
Youth/teen baseball and softball fields	20%	26%	37%
Outdoor sand volleyball courts	18%	24%	NA
Youth/teen football fields	13%	21%	27%
Adult softball fields	13%	20%	24%
Adult soccer fields	14%	20%	16%
Campground (RV and/or tent)	23%	20%	NA
Skateboard park	13%	16%	15%
Lacrosse and cricket fields	7%	13%	NA
Equestrian trails	11%	8%	NA
ATV or dirt bike course	10%	6%	NA

Walking/Biking Trails and Nature Trails Remain the Most Important

Facilities From 2007 to 2013

Q7. Parks and Recreation Facilities That Are Most Important for Households

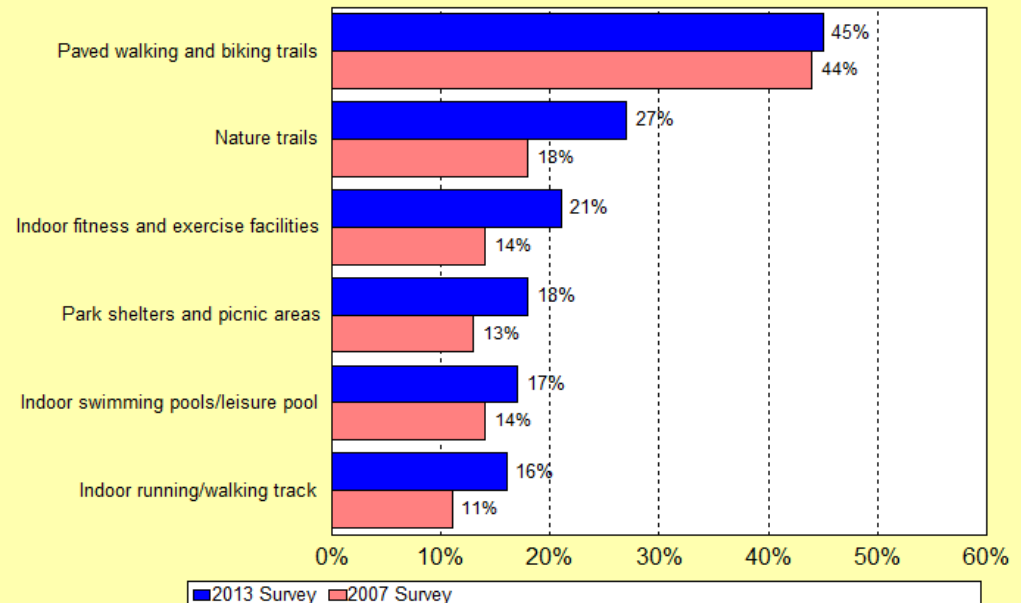
by percentage of respondents who selected the item as one of their top four choices



Source: Leisure Vision/ETC Institute (August 2013)

Q7. Parks and Recreation Facilities That Are Most Important for Households

by percentage of respondents who selected the item as one of their top four choices

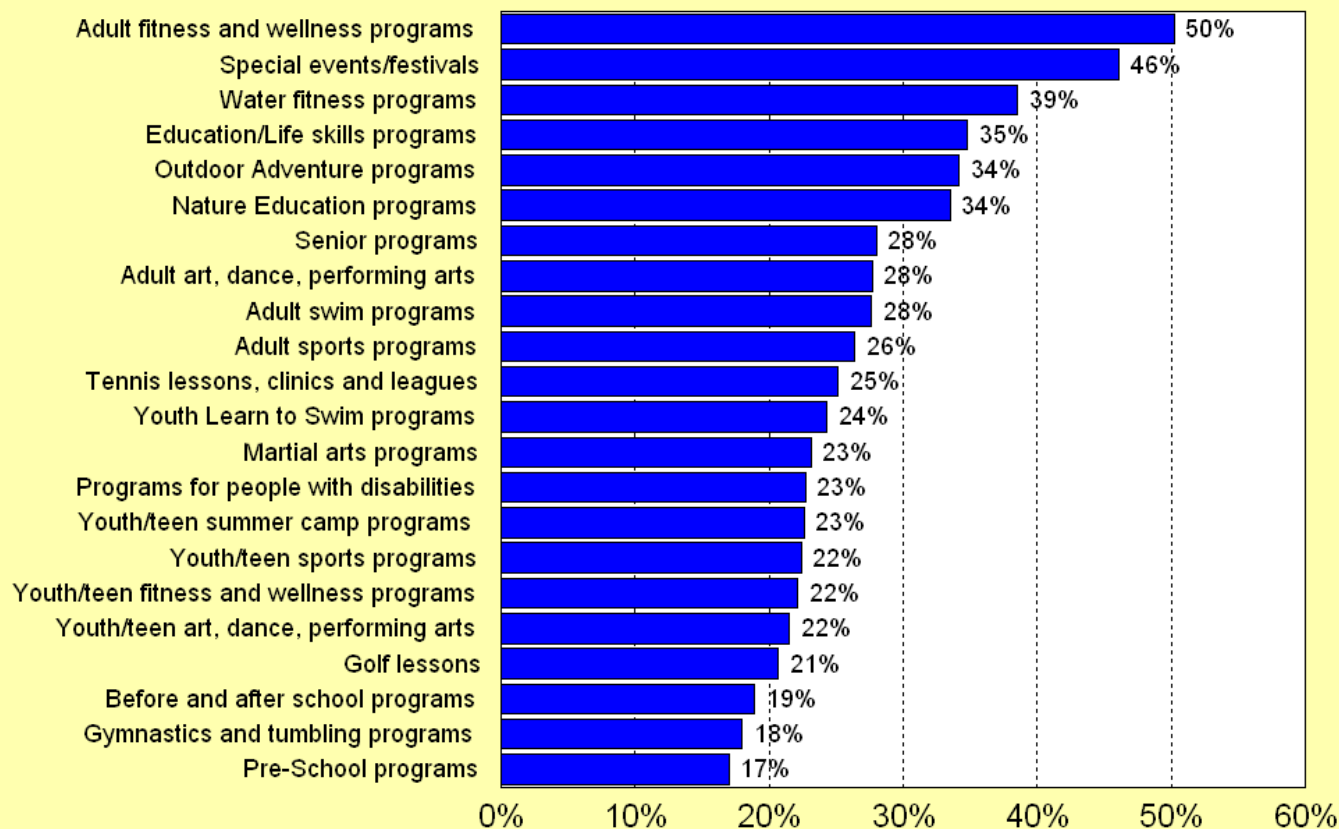


Source: Leisure Vision/ETC Institute (August 2013)

Community Survey Highlights

Q8. Recreation Programs That Households Have a Need For

by percentage of respondents (multiple choices could be made)

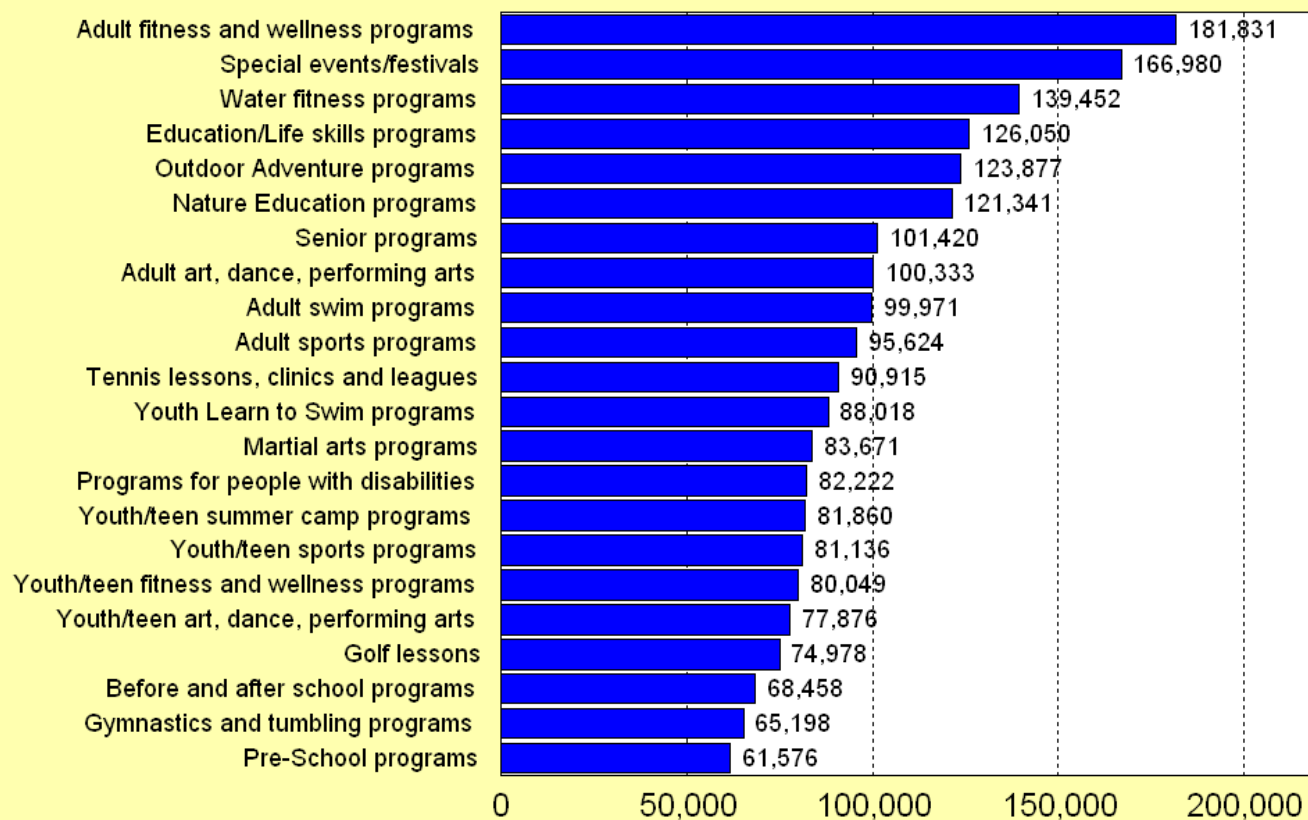


Source: Leisure Vision/ETC Institute (August 2013)

Community Survey Highlights

Q8a. Estimated Number of Households in Mecklenburg County That Have a Need for Recreation Programs

by number of households based on 362,213 households in Mecklenburg County



Source: Leisure Vision/ETC Institute (August 2013)

General Sport National Trends

National Participatory Trends - General Sports											
Activity	Participation Levels						% Change				
	2007	2008	2009	2010	2011	2012	11-12	10-12	09-12	08-12	07-12
Baseball	16,058	15,539	14,429	14,198	13,561	12,976	-4.3%	-8.6%	-10.1%	-16.5%	-19.2%
Basketball	25,961	26,108	25,131	25,156	24,790	23,708	-4.4%	-5.8%	-5.7%	-9.2%	-8.7%
Cheerleading	3,279	3,192	3,070	3,134	3,049	3,244	6.4%	3.5%	5.7%	1.6%	-1.1%
Field Hockey	1,127	1,122	1,092	1,182	1,147	1,237	7.8%	4.7%	13.3%	10.2%	9.8%
Football, Flag	N/A	7,310	6,932	6,660	6,325	5,865	-7.3%	-11.9%	-15.4%	-19.8%	N/A
Football, Tackle	7,939	7,816	7,243	6,850	6,448	6,220	-3.5%	-9.2%	-14.1%	-20.4%	-21.7%
Football, Touch	N/A	10,493	9,726	8,663	7,684	7,295	-5.1%	-15.8%	-25.0%	-30.5%	N/A
Gymnastics	4,066	3,975	3,952	4,418	4,824	5,115	6.0%	15.8%	29.4%	28.7%	25.8%
Ice Hockey	1,840	1,871	2,018	2,140	2,131	2,363	10.9%	10.4%	17.1%	26.3%	28.4%
Lacrosse	1,058	1,092	1,162	1,423	1,501	1,607	7.1%	12.9%	38.3%	47.2%	51.9%
Racquetball	4,229	4,611	4,784	4,603	4,357	4,070	-6.6%	-11.6%	-14.9%	-11.7%	-3.8%
Roller Hockey	1,681	1,569	1,427	1,374	1,237	1,367	10.5%	-0.5%	-4.2%	-12.9%	-18.7%
Rugby	617	654	720	940	850	887	4.4%	-5.6%	23.2%	35.6%	43.8%
Soccer (Indoor)	4,237	4,487	4,825	4,920	4,631	4,617	-0.3%	-6.2%	-4.3%	2.9%	9.0%
Soccer (Outdoor)	13,708	13,996	13,957	13,883	13,667	12,944	-5.3%	-6.8%	-7.3%	-7.5%	-5.6%
Softball (Fast Pitch)	2,345	2,331	2,476	2,513	2,400	2,624	9.3%	4.4%	6.0%	12.6%	11.9%
Softball (Slow Pitch)	9,485	9,660	9,180	8,477	7,809	7,411	-5.1%	-12.6%	-19.3%	-23.3%	-21.9%
Squash	612	659	796	1,031	1,112	1,290	16.0%	25.1%	62.1%	95.8%	110.8%
Tennis	16,940	17,749	18,546	18,719	17,772	17,020	-4.2%	-9.1%	-8.2%	-4.1%	0.5%
Track and Field	4,691	4,604	4,480	4,383	4,341	4,257	-1.9%	-2.9%	-5.0%	-7.5%	-9.3%
Ultimate Frisbee	4,038	4,459	4,636	4,571	4,868	5,131	5.4%	12.3%	10.7%	15.1%	27.1%
Volleyball (Court)	6,986	7,588	7,737	7,315	6,662	6,384	-4.2%	-12.7%	-17.5%	-15.9%	-8.6%
Volleyball (Sand/Beach)	3,878	4,025	4,324	4,752	4,451	4,505	1.2%	-5.2%	4.2%	11.9%	16.2%
Wrestling	3,313	3,335	3,170	2,536	1,971	1,922	-2.5%	-24.2%	-39.4%	-42.4%	-42.0%
NOTE: Participation figures are in 000's for the US population ages 6 and over											
Legend: <div>Large Increase (greater than 25%)</div> <div>Moderate Increase (0% to 25%)</div> <div>Moderate Decrease (0% to -25%)</div> <div>Large Decrease (less than -25%)</div>											

Overall Facility/Amenity & Program Priority Rankings

Facility / Amenity Priority Rankings	
	Overall Ranking
Paved Walking and Biking Trails	1
Nature Trails	2
Indoor Fitness and Exercise Facilities	3
Indoor Running/Walking Track	4
Indoor Swimming/Leisure Pool	5
Park Shelters and Picnic Areas	6
Outdoor Swimming and Spray Grounds	7
Community or Recreation Center	8
Playground Equipment and Play Areas	9
Off-leash Dog Park	10
Mountain Bike Trails	11
Community Gardens	12
Outdoor Tennis Courts	13
Indoor Basketball/Volleyball Courts	14
Nature Center	15
Outdoor Basketball Courts	16
Outdoor Amphitheaters	17
Golf Courses	18
Lake Swimming Areas	19
Youth/Teen Soccer Fields	20
Youth/Teen Baseball and Softball Fields	21
Skateboard Park	22
Campground (RV or Tent)	23
Youth/Teen Football Fields	24
Outdoor Sand Volleyball Courts	25
Adult Soccer Fields	26
Adult Softball Fields	27
ATV or Dirt Bike Course	28
Lacrosse and Cricket Fields	29
Equestrian Trails	30

Random household survey by
Leisure Vision.

Combination of mail, phone
and online.

Random sample of 3,000
households with goal of 600
completed surveys.

95% confidence level

Results can be cross-tabbed by
area, income, age, gender,
race, years living in
Mecklenburg County, and
household size.

Priority Rankings combination
of Survey Results, National
Trends & Consultant Input.

Program Priority Rankings	
	Overall Ranking
Adult Fitness and Wellness Programs	1
Special Events/Festivals	2
Outdoor Adventure Programs	3
Education/Life Skills Programs	4
Water Fitness Programs	5
Senior Programs	6
Youth Learn to Swim Programs	7
Adult Swim Programs	8
Adult Art, Dance, Performing Arts	9
Nature Education Programs	10
Adult Sports Programs	11
Youth/Teen Summer Camp Programs	12
Youth/Teen Fitness and Wellness Programs	13
Tennis Lessons, Clinics, Leagues	14
Youth/Teen Sports Programs	15
Pre-School Programs	16
Programs for People with Disabilities	17
Martial Arts Programs	18
Before and After School Programs	19
Golf Lessons	20
Youth/Teen Art, Dance, Performing Arts	21
Gymnastics and Tumbling Programs	22

Overall Facility/Amenity & Program Priority Rankings

Facility / Amenity Priority Rankings by Region				
	Overall Ranking	North	Central	South
Paved Walking and Biking Trails	1	1	1	1
Nature Trails	2	2	3	2
Indoor Fitness and Exercise Facilities	3	3	2	4
Indoor Running/Walking Track	4	6	6	3
Indoor Swimming/Leisure Pool	5	5	5	5
Park Shelters and Picnic Areas	6	4	4	7
Outdoor Swimming and Spray Grounds	7	8	9	6
Community or Recreation Center	8	7	8	10
Playground Equipment and Play Areas	9	12	7	9
Off-leash Dog Park	10	15	10	11
Mountain Bike Trails	11	14	13	8
Community Gardens	12	16	16	12
Outdoor Tennis Courts	13	13	15	13
Indoor Basketball/Volleyball Courts	14	9	11	19
Nature Center	15	10	12	14
Outdoor Basketball Courts	16	11	14	17
Outdoor Amphitheaters	17	18	19	18
Lake Swimming Areas	18	17	18	21
Golf Courses	19	20	20	15
Youth/Teen Soccer Fields	20	19	17	16
Skateboard Park	21	21	24	20
Youth/Teen Baseball and Softball Fields	22	24	23	22
Campground (RV or Tent)	23	22	27	26
Youth/Teen Football Fields	24	23	22	28
Outdoor Sand Volleyball Courts	25	26	30	27
Adult Soccer Fields	26	27	26	24
Adult Softball Fields	27	28	25	25
ATV or Dirt Bike Course	28	25	21	23
Lacrosse and Cricket Fields	29	30	29	29
Equestrian Trails	30	29	28	30

Facility / Amenity Priority Rankings by Age						
	Overall Ranking	U-35	35-44	45-54	55-64	65+
Paved Walking and Biking Trails	1	1	1	1	1	1
Nature Trails	2	2	2	2	2	2
Indoor Fitness and Exercise Facilities	3	5	5	3	4	3
Indoor Running/Walking Track	4	6	4	6	5	5
Indoor Swimming/Leisure Pool	5	3	7	4	6	6
Park Shelters and Picnic Areas	6	4	8	5	3	4
Outdoor Swimming and Spray Grounds	7	7	3	7	7	8
Community or Recreation Center	8	8	10	9	8	7
Playground Equipment and Play Areas	9	9	6	15	11	10
Off-leash Dog Park	10	10	11	16	9	11
Mountain Bike Trails	11	12	9	10	14	17
Community Gardens	12	16	12	14	13	12
Outdoor Tennis Courts	13	15	18	8	10	13
Indoor Basketball/Volleyball Courts	14	11	16	12	17	15
Nature Center	15	19	13	13	12	9
Outdoor Basketball Courts	16	13	14	11	18	19
Outdoor Amphitheaters	17	18	19	18	16	14
Lake Swimming Areas	18	17	15	17	20	20
Golf Courses	19	20	20	22	15	16
Youth/Teen Soccer Fields	20	14	17	19	19	18
Skateboard Park	21	21	21	20	21	21
Youth/Teen Baseball and Softball Fields	22	23	24	21	24	23
Campground (RV or Tent)	23	26	22	23	25	26
Youth/Teen Football Fields	24	24	27	25	23	25
Outdoor Sand Volleyball Courts	25	27	26	26	26	30
Adult Soccer Fields	26	25	23	28	28	28
Adult Softball Fields	27	28	25	27	29	24
ATV or Dirt Bike Course	28	22	28	24	22	22
Lacrosse and Cricket Fields	29	29	29	29	27	29
Equestrian Trails	30	30	30	30	30	27

Overall Facility/Amenity & Program Priority Rankings

Facility / Amenity Priority Rankings by Income						
	Overall Ranking	< \$25,000	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000+
Paved Walking and Biking Trails	1	1	1	1	1	1
Nature Trails	2	4	3	2	4	2
Indoor Fitness and Exercise Facilities	3	3	4	3	3	3
Indoor Running/Walking Track	4	8	6	6	5	6
Indoor Swimming/Leisure Pool	5	6	5	5	6	4
Park Shelters and Picnic Areas	6	2	2	4	8	9
Outdoor Swimming and Spray Grounds	7	7	8	7	2	5
Community or Recreation Center	8	5	7	8	7	12
Playground Equipment and Play Areas	9	9	9	10	12	10
Off-leash Dog Park	10	17	17	12	9	7
Mountain Bike Trails	11	10	13	16	17	8
Community Gardens	12	13	15	9	15	15
Outdoor Tennis Courts	13	16	12	15	11	11
Indoor Basketball/Volleyball Courts	14	12	14	11	10	16
Nature Center	15	11	19	13	14	14
Outdoor Basketball Courts	16	14	11	14	13	13
Outdoor Amphitheaters	17	18	16	18	16	18
Lake Swimming Areas	18	21	18	17	19	20
Golf Courses	19	19	21	23	20	17
Youth/Teen Soccer Fields	20	22	10	19	18	19
Skateboard Park	21	15	20	20	21	21
Youth/Teen Baseball and Softball Fields	22	24	23	25	23	23
Campground (RV or Tent)	23	28	24	24	22	24
Youth/Teen Football Fields	24	23	25	28	24	25
Outdoor Sand Volleyball Courts	25	25	27	22	28	29
Adult Soccer Fields	26	27	26	27	27	26
Adult Softball Fields	27	20	29	26	26	27
ATV or Dirt Bike Course	28	26	22	21	25	22
Lacrosse and Cricket Fields	29	30	28	29	29	28
Equestrian Trails	30	29	30	30	30	30

Overall Facility/Amenity & Program Priority Rankings

Facility / Amenity Priority Rankings by Race				
	Overall Ranking	Black/African American	White/Caucasian	Other
Paved Walking and Biking Trails	1	1	1	1
Nature Trails	2	7	2	2
Indoor Fitness and Exercise Facilities	3	3	3	4
Indoor Running/Walking Track	4	4	7	6
Indoor Swimming/Leisure Pool	5	5	5	5
Park Shelters and Picnic Areas	6	2	4	7
Outdoor Swimming and Spray Grounds	7	8	6	9
Community or Recreation Center	8	6	11	12
Playground Equipment and Play Areas	9	11	10	14
Off-leash Dog Park	10	15	9	13
Mountain Bike Trails	11	16	8	8
Community Gardens	12	13	14	10
Outdoor Tennis Courts	13	12	13	17
Indoor Basketball/Volleyball Courts	14	10	18	11
Nature Center	15	14	12	15
Outdoor Basketball Courts	16	9	19	20
Outdoor Amphitheaters	17	18	15	16
Lake Swimming Areas	18	19	16	19
Golf Courses	19	24	17	22
Youth/Teen Soccer Fields	20	17	20	3
Skateboard Park	21	21	21	18
Youth/Teen Baseball and Softball Fields	22	22	23	28
Campground (RV or Tent)	23	28	24	24
Youth/Teen Football Fields	24	20	25	30
Outdoor Sand Volleyball Courts	25	26	26	26
Adult Soccer Fields	26	27	27	21
Adult Softball Fields	27	23	28	29
ATV or Dirt Bike Course	28	25	22	23
Lacrosse and Cricket Fields	29	29	29	25
Equestrian Trails	30	30	30	27

Facility / Amenity Priority Rankings by Gender			
	Overall Ranking	Male	Female
Paved Walking and Biking Trails	1	1	1
Nature Trails	2	2	2
Indoor Fitness and Exercise Facilities	3	3	3
Indoor Running/Walking Track	4	6	5
Indoor Swimming/Leisure Pool	5	4	6
Park Shelters and Picnic Areas	6	5	4
Outdoor Swimming and Spray Grounds	7	7	7
Community or Recreation Center	8	9	8
Playground Equipment and Play Areas	9	8	9
Off-leash Dog Park	10	11	10
Mountain Bike Trails	11	10	15
Community Gardens	12	15	11
Outdoor Tennis Courts	13	12	14
Indoor Basketball/Volleyball Courts	14	16	13
Nature Center	15	13	12
Outdoor Basketball Courts	16	14	16
Outdoor Amphitheaters	17	17	17
Lake Swimming Areas	18	20	20
Golf Courses	19	18	19
Youth/Teen Soccer Fields	20	19	18
Skateboard Park	21	21	21
Youth/Teen Baseball and Softball Fields	22	23	22
Campground (RV or Tent)	23	22	24
Youth/Teen Football Fields	24	27	23
Outdoor Sand Volleyball Courts	25	26	25
Adult Soccer Fields	26	24	27
Adult Softball Fields	27	28	26
ATV or Dirt Bike Course	28	25	28
Lacrosse and Cricket Fields	29	29	29
Equestrian Trails	30	30	30



Level of Service Standards



PARKS: 2014 Inventory - Developed Facilities														2014 Facility Standards			2018 Facility Standards		
Park Type	Mecklenburg County Inventory	YMCA Total	Charlotte Mecklenburg Schools	Surrounding Towns Inventory	Total Inventory	Current Service Level based upon population			National Average Service Level			Recommended Service Levels; Revised for Local Service Area		Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed	Meet Standard/ Need Exists	Additional Facilities/ Amenities Needed		
Neighborhood Parks	694.34		77.30	242.13	1,013.77	1.06	acres per	1,000	2.00	acres per	1,000	1.50	acres per	1,000	Need Exists	422 Acre(s)	Need Exists	546 Acre(s)	
Community Parks	2,483.81		26.30	295.50	2,805.61	2.93	acres per	1,000	3.00	acres per	1,000	3.00	acres per	1,000	Need Exists	65 Acre(s)	Need Exists	315 Acre(s)	
Regional Parks	4,761.29				4,761.29	4.98	acres per	1,000	5.00	acres per	1,000	5.00	acres per	1,000	Need Exists	23 Acre(s)	Need Exists	439 Acre(s)	
Special Use Areas	1,743.27			8.90	1,752.17	1.83	acres per	1,000	2.00	acres per	1,000	1.81	acres per	1,000	Meets Standard	- Acre(s)	Need Exists	130 Acre(s)	
Nature Preserves	7,413.00				7,413.00	7.75	acres per	1,000	5.00	acres per	1,000	8.00	acres per	1,000	Need Exists	242 Acre(s)	Need Exists	908 Acre(s)	
Greenways	3,689.97				3,689.97	3.86	acres per	1,000	2.00	acres per	1,000	4.00	acres per	1,000	Need Exists	138 Acre(s)	Need Exists	471 Acre(s)	
Total Park Acres	20,785.68	-	103.60	546.53	21,435.81	22.40	acres per	1,000	19.00	acres per	1,000	23.31	acres per	1,000	Need Exists	870 Acre(s)	Need Exists	2,810 Acre(s)	
OUTDOOR AMENITIES:																			
Picnic Pavilions (Small)	45.00				45.00	1.00	site per	21,265	1.00	site per	7,500	1.00	site per	7,500	Need Exists	83 Sites(s)	Need Exists	94 Sites(s)	
Picnic Pavilions (Medium)	88.00				88.00	1.00	site per	10,874	1.00	site per	10,000	1.00	site per	10,000	Need Exists	8 Sites(s)	Need Exists	16 Sites(s)	
Pavilions (Large & Indoor)	27.00	6.00			33.00	1.00	site per	28,997	1.00	site per	25,000	1.00	site per	25,000	Need Exists	5 Sites(s)	Need Exists	9 Sites(s)	
Baseball Fields (Youth Size)	45.00	4.00	5.75	11.00	65.75	1.00	field per	14,554	1.00	field per	5,000	1.00	field per	14,000	Need Exists	3 Field(s)	Need Exists	9 Field(s)	
Baseball Fields (Adult Size)	3.00		11.50	6.00	20.50	1.00	field per	46,678	1.00	field per	10,000	1.00	field per	55,000	Meets Standard	- Field(s)	Meets Standard	- Field(s)	
Multi-Use Field (Soccer/Lacrosse/Football/Rugby) (Youth Size)	74.00		40.75	15.00	129.75	1.00	field per	7,375	1.00	field per	4,000	1.00	field per	10,000	Meets Standard	- Field(s)	Meets Standard	- Field(s)	
Multi-Use Field (Soccer/Lacrosse/Football/Rugby) (Adult Size)	57.00	1.00	26.75	15.00	99.75	1.00	field per	9,593	1.00	field per	10,000	1.00	field per	15,000	Meets Standard	- Field(s)	Meets Standard	- Field(s)	
Softball Fields (Youth Size)	49.00		2.25	18.00	69.25	1.00	field per	13,818	1.00	field per	5,000	1.00	field per	13,000	Need Exists	4 Field(s)	Need Exists	11 Field(s)	
Softball Field (Adult Size)	17.00		8.00	11.00	36.00	1.00	field per	26,581	1.00	field per	8,000	1.00	field per	25,000	Need Exists	2 Field(s)	Need Exists	6 Field(s)	
Outdoor Basketball Courts	111.00	2.00	40.25	11.00	164.25	1.00	court per	5,826	1.00	court per	3,000	1.00	court per	5,500	Need Exists	10 Court(s)	Need Exists	25 Court(s)	
Tennis Courts	149.00	7.00	39.75	30.00	225.75	1.00	court per	4,239	1.00	court per	4,000	1.00	court per	4,000	Need Exists	13 Court(s)	Need Exists	34 Court(s)	
Playgrounds (Youth & Tot)	186.00	2.00	15.00	22.00	225.00	1.00	site per	4,253	1.00	site per	4,000	1.00	site per	4,000	Need Exists	14 Site(s)	Need Exists	35 Site(s)	
Dog Parks	6.00			1.00	7.00	1.00	site per	136,701	1.00	site per	50,000	1.00	site per	50,000	Need Exists	12 Site(s)	Need Exists	14 Site(s)	
Volleyball Pit	45.00	1.00		3.00	49.00	1.00	site per	19,529	1.00	site per	20,000	1.00	site per	20,000	Meets Standard	- Site(s)	Need Exists	3 Site(s)	
Skate Board Area	1.00	1.00			2.00	1.00	site per	478,452	1.00	site per	50,000	1.00	site per	200,000	Need Exists	3 Site(s)	Need Exists	3 Site(s)	
Multi-Use Trails (Miles) (Paved)	57.40	0.50	0.13	16.00	74.03	0.22	miles per	58,754	0.40	miles per	1,000	0.25	miles per	1,000	Need Exists	165 Mile(s)	Need Exists	186 Mile(s)	
Multi-Use Trails (Miles) (Unpaved)	141.25				141.25	0.22	miles per	30,793	0.40	miles per	1,000	0.25	miles per	1,000	Need Exists	98 Mile(s)	Need Exists	119 Mile(s)	
Mountain Bike Trails (Unpaved & Paved)	43.95				43.95	0.22	miles per	98,966	0.10	miles per	1,000	0.10	miles per	1,000	Need Exists	52 Mile(s)	Need Exists	60 Mile(s)	
Community Gardens	18.00				18.00	1.00	site per	53,161	1.00	site per	25,000	1.00	site per	25,000	Need Exists	20 Site(s)	Need Exists	24 Site(s)	
Golf Courses	5.00				5.00	1.00	site per	191,381	1.00	site per	50,000	1.00	site per	200,000	Meets Standard	- Site(s)	Meets Standard	Site(s)	
Disc Golf Courses	14.00			1.00	15.00	1.00	site per	63,794	1.00	site per	100,000	1.00	site per	50,000	Need Exists	4 Site(s)	Need Exists	6 Site(s)	
Outdoor Pools	2.00	7.00		1.00	10.00	1.00	site per	95,690	1.00	site per	50,000	1.00	site per	50,000	Need Exists	9 Sites(s)	Need Exists	11 Sites(s)	
Spraygrounds	8.00				8.00	1.00	site per	119,613	1.00	site per	25,000	1.00	site per	25,000	Need Exists	30 Sites(s)	Need Exists	34 Sites(s)	
Nature Centers	3.00			1.00	4.00	1.00	site per	239,226	1.00	site per	150,000	1.00	site per	150,000	Need Exists	2 Sites(s)	Need Exists	3 Sites(s)	
Campgrounds	1.00				1.00	1.00	site per	956,904	1.00	site per	250,000	1.00	site per	-	-	- Sites(s)	-	- Sites(s)	
INDOOR AMENITIES:																			
Nature Centers (Square Feet)	20,620.00			1,792.00	22,412.00	0.02	SF per	person	0.10	SF per	person	0.10	SF per	person	Need Exists	73,278 Square Feet	Need Exists	81,602 Square Feet	
Aquatic Centers (Square Feet)	56,884.00			79,319.00	136,203.00	0.14	SF per	person	0.20	SF per	person	0.25	SF per	person	Need Exists	103,023 Square Feet	Need Exists	123,832 Square Feet	
Family Aquatic Facilities (Square Feet)	19,045.00				19,045.00	0.02	SF per	person	0.50	SF per	person	0.25	SF per	person	Need Exists	220,181 Square Feet	Need Exists	240,990 Square Feet	
Recreation Centers (Square Feet)	419,107.00	482,000.00		58,000.00	959,107.00	1.00	SF per	person	1.50	SF per	person	1.50	SF per	person	Need Exists	476,249 Square Feet	Need Exists	601,100 Square Feet	
2013 Estimated Population	956,904																		
2018 Estimated Population	1,040,138																		

Notes:

1. Special Use Areas Acres Include Golf Courses, Historic Sites and Special Facility Sites
2. Picnic Pavilions - Medium/Small include Pavilions Medium, Pavilions small, Decks and Wedding Sites. It also includes the Outdoor Shelters listed by the YMCA among the secondary providers
3. Trails - All Surfaces include Bike Trails, Hiking Trails, Multipurpose Trails and Walking Trails
4. Campgrounds do not have a recommended service level but wanted to be shown on the matrix as an outdoor amenity available to the public.
5. Recreation/Fitness Space includes Recreation Centers and Fitness Centers
6. School Park sites are not available to the community throughout the day, the school park acreage have been counted as 50% of the total acreage available.
7. The Charlotte Mecklenburg Schools Inventory has limited availability for public use. For this reason, the inventory is weighted by 25%.
8. The Other Providers do not include HOAs, apartment complexes or universities since they are not truly available for community use and restricted to only a small population number.
9. Surrounding Towns Inventory include the Town of Mint Hill, Davidson, Cornelius, Huntersville, Pineville, and Matthews.
10. Mecklenburg County Inventory includes FY14 and FY15 capital projects under design or construction.

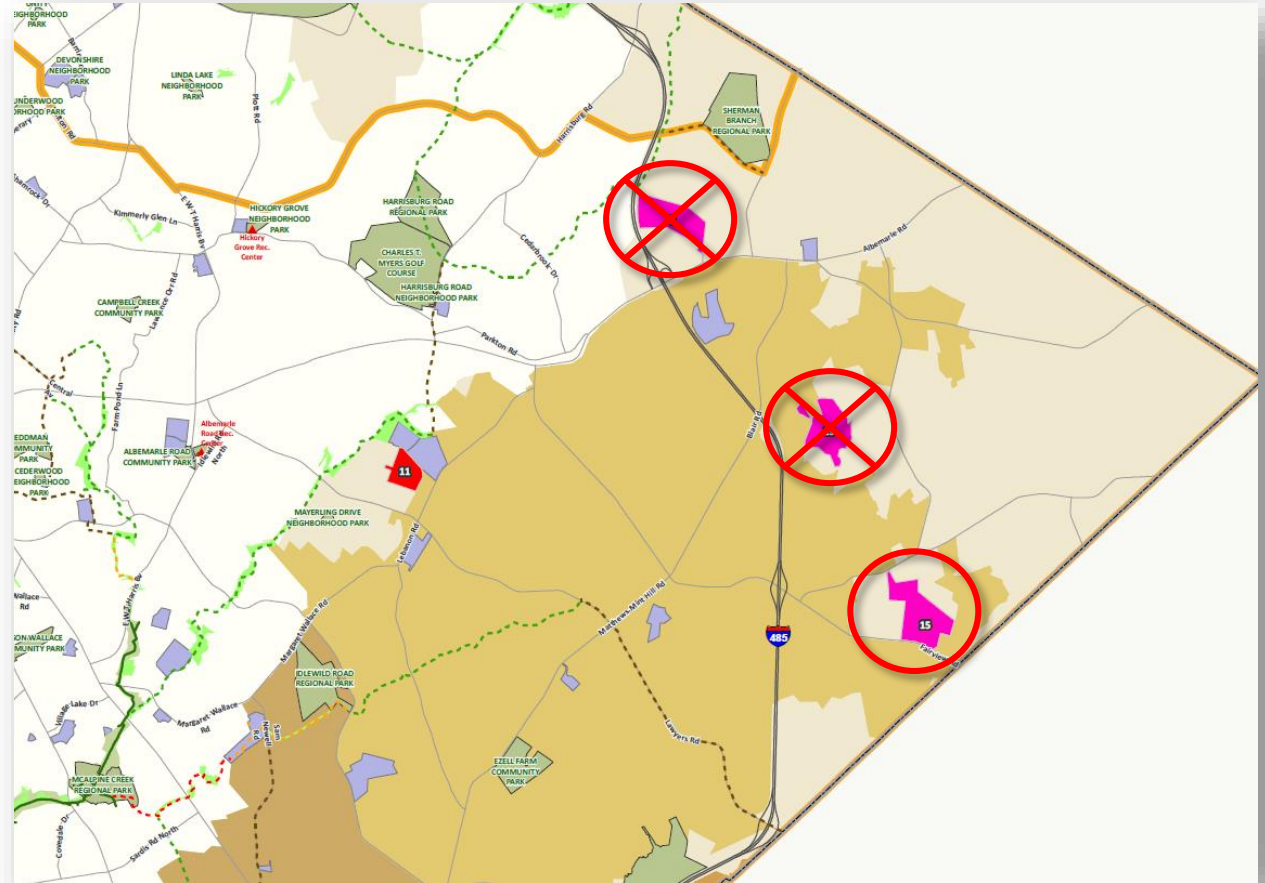
Parks Capital Recommendations

- ✧ Continue to target new parks in under-served “gap” areas via Greenprinting.
- ✧ Continue to strive for Park Standard of 1.5 acres per 1,000 residents.
- ✧ By 2018, standard calls for additional: 546 acres of Neighborhood Park land (30+ Neighborhood Parks – 1 purchased March 2015), 315 acres Community Park land (3-5), and 439 acres Regional Park land (3-4 Regional Parks – 1 of these purchased March 2015).
- ✧ What should go in these parks? Per Need & Level of Service Facility Standards, future park amenity needs include: 120 picnic pavilions, 55 athletic fields (football/soccer/lacrosse/softball/baseball), 35 playgrounds, 34 tennis courts, 34 spraygrounds, 25 basketball courts, 24 community gardens, 14 dog parks, 11 basketball courts, 11 outdoor pools, 6 disc golf courses, 3 skate parks, etc...



Greenprinting Analysis for Parks Acquisition

- ☞ Using GIS Greenprinting first ID parcels that meet criteria that may be potentially acquired.
 - Example shows Greenprint of potential locations of future Community or Regional Parks in Eastern Mecklenburg County (parcels that meet size requirements and that are undeveloped).
- ☞ AFM staff contact owners of parcels to gauge interest.
- ☞ If interested, acquisition process initiated.
- ☞ Success! Parcel purchased Spring 2015 for future Regional Park (140 acre Hagler property). The other two pink colored parcels no longer a priority as the service gap is closed.



Recreation Center Capital Improvement Recommendations

- Move to Regional Multi-Generational Recreation Center Model: 4 New Centers with Aquatic feature - Full service destination facility with indoor family aquatic, large fitness center, group exercise class area, multi-purpose rooms, youth/teen activity areas, visual and performing art instruction rooms, dedicated senior space, gymnasium(s) with walking track, kitchen, concessions, etc.
 - 90,000 – 120,000 sq. ft.

- Expansion of 7 Existing Centers:

Major expansion of square footage (15,000 to 37,000 - sq. ft.) and renovation of existing older recreation centers to provide additional and improved program spaces ranging from fitness centers, multi-purpose rooms, activity areas, senior center, visual and performing art rooms, media rooms, auxiliary gyms, lockers, restrooms, kitchens, offices, and pools.

(Marion Diehl, Sugar Creek, Mallard Creek, Naomi Drenan, Tuckaseegee, Arbor Glen & Methodist Home)



Aquatic Capital Improvement Recommendations

☞ Spraygrounds

- Construct 10 new outdoor spraygrounds to begin to meet the 2018 service need.

☞ Outdoor Pools

- Construct 6 new outdoor family aquatic centers and renovate/expand one existing pool (25,000 to 30,000 SF) to reduce the service gap area and increase the number of outdoor pools to begin to meet the 2018 service needs.



Greenway Capital Recommendations

- ☞ Implement the Capital Costs and Tiered Greenways Priorities based on the Ranking Criteria
- ☞ Increase the Greenway trail network by 268 miles over the next 30 years
- ☞ Build 60.5 miles over the next ten years
- ☞ Complete the last 5 miles on Little Sugar Creek Greenway to the SC border
- ☞ Continue the new DIRTway program – install natural surface trails where possible



Nature Preserves Capital Recommendations

- Based on the community survey results and service gap analysis of existing centers, the Nature Preserve Master Plan recommends 3-4 new Nature Centers to be built over the next 10 years. (1 new center in the FY16 county capital plan)
- Acquire land to provide linkages between preserves, especially in the vicinity of Mountain Island Lake.
- A formal trail and way finding plan should be implemented for the nature preserve system. Interpretive information of the cultural resources is also recommended.
- Additional natural areas for passive nature-based recreation should be acquired before county “build out” (anticipated by 2030), and linkages between preserves and other open spaces & greenways should be acquired.



Key Departmental Recommendations

- ∞ Financial Practices: Set Goal of 35% cost recovery (from current 27% cost recovery)
- ∞ Program Lifecycle
 - Keep 50-60% of programs in the Introductory, Take-Off, or Growth stages to meet evolving needs of the community, 40% in the Mature stage to provide stability to the overall program portfolio & retire or reprogram programs falling into the Saturated or Decline stage.
- ∞ Household Program Participation: Goal to increase from 21% to 30%
- ∞ Access: Goal is a public recreation amenity (includes greenway or nature preserve) within 5 minutes or ¼ mile walk of every resident. (Currently 15.47% of public has such access)
- ∞ Marketing: Develop a Branding Plan & begin strategic Marketing. Greatly increase marketing efforts (to aid in both Program Participation & Cost Recovery Goals)



Where We Are & Where We Are Going

2014

Population 956,904 (12% ↑)



2019

Population 1,119,605 (17% ↑)

FY15-FY18 Approved Capital Plan

\$26.4M for Land (1,000+ acres)

22 Miles of Greenways

4 New Neighborhood Parks

3 New Community & Regional Parks

1 New Urban Park

1 New Nature Preserve

1 New Nature Center

2 Rec Center expansions

And Numerous Improvements to existing parks & preserves (shelters, athletic fields, aquatics, playgrounds, swimming beach, etc.)

As of March 2015, 35 active capital projects in design or under construction totaling \$84.7M



Outcomes

- ✧ **Access is Key to Health:** Living close to parks and recreation facilities is consistently related to higher physical activity levels for both adults and youth. One study showed **children living within 1/2 mile of park or playground are 5 times more likely to be a healthy weight**, rather than overweight, as compared to children who didn't have a park nearby. Another 3-year study concluded children have a much better chance of avoiding the obesity epidemic if they live in neighborhoods where they can safely bike, walk and have access to parks. Significant health care cost savings are realized by individuals living near parks and utilizing them.
- ✧ **Parks & Special Events Impact Tourism:** Total spending by tourists in 2009 who visited our community specifically because of parks or park events was \$53,600,000. This results in local job creation and higher tax receipts. In addition, this resulted in \$4.3 million additional sales tax revenue to the county.
- ✧ **Well Maintained & Utilized Parks Increase Nearby Property Values:** 2010 Economic Impact analysis found a 3.3% park effect, or an average of \$8,032 more per sale for homes within 500 feet of Mecklenburg County Parks. For homes that sold in 2009, this equaled \$10M in higher sales (individual profits) and \$3.9M in increased tax benefit to the county.
- ✧ **Attract Retirees:** By the year 2050, approximately 1 in every 4 Americans will be 65 years of age or older. These **retirees want communities that provide leisure and recreation amenities**. Of 14 features that impact a retiree's decision to move or relocate, the first three in rank order are: scenic beauty, recreational opportunities, and mild climate.
- ✧ **High Quality Park Systems and Open Space can attract businesses**, especially small business owners. One study of 174 businesses that relocated, expanded, or had been launched during a 5-year period found the owners were influenced particularly strongly because they reported that quality of life was their main reason for locating there. Among six elements used to measure quality of life, these **small business decision-makers ranked the element of park, recreation, and open space as being most important**.
- ✧ **Increased Social Capital:** Research shows that residents who live near outdoor green space and parks are more familiar with their nearby neighbors, socialize more with them, and express greater feelings of community and safety than residents lacking nearby parks.
- ✧ **Residents Agree:** The 2013 random household survey of county residents revealed the following: 91% strongly agree or agree Park and Recreation provides healthy recreational opportunities, improves physical health and fitness (90%), improves the quality of life in Mecklenburg County (89%), preserves open space the environment (87%), contributes to a sense of community (84%), increases property values (76%), attracts new residents and businesses (76%), and improves air and water quality (71%).



Questions & Feedback?